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# 62.43's Extra Profit For You In These Beautiful Lawns

**NORTHROP, KING & CO.**  
Lawn Seed Specialists Since 1884  
MINNEAPOLIS 13, MINN.



aug. 1, 1948



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# Get Lawn Seed Minded

## For Fall Seeding

The 1948 crop of perennial grasses used in our high grade lawn mixtures has developed very short. The prolonged drouth in the producing areas last Fall and early Spring played havoc with the crop. Values have risen materially. Despite the higher price, this Fall should see splendid lawn seed sales. The widespread winter kill coupled with poor weather conditions for Spring seeding have left the lawns in poor condition in many areas. Much seeding must be done. Then, too, many new homes will be completed and these yards will need seeding. Let's make the most of the situation and push lawn seed—talk lawn seed to every one of your customers. It should be a fine

# PUSH

# Sterling

**August 1, 1948**

profit item for you this Fall. Sterling is ideally suited for Fall planting. It is especially adapted to your territory—just the thing for a fine textured, permanent lawn. Push Sterling and help your customers get a lawn which they can be proud of.

### STERLING PRICES

100-lb. bags .....	\$76.00
50-lb. bags .....	38.00
25-lb. bags .....	19.25
10-lb. bags .....	7.80
5-lb. bags .....	3.90
3-lb. bags .....	2.35

#### 16-oz. Cartons

Case of 50 .....	\$39.50
Case of 25 .....	19.75
Case of 12 .....	9.60

Wholesale prices for dealers only, for prompt shipment until October 15, 1948. Prices are delivered prices for orders of 100 pounds and over in one shipment. Orders less than 100 pounds are F.O.B. Minneapolis at \$1.00 per 100 pounds under list price. Prices subject to change without notice.





# Check These Special Purpose Mixtures



## Shady Place

For areas with special shade conditions. Holds the same position of unexcelled quality by Sterling for normal conditions.

100-lb. bag .....	\$73.00
50-lb. bag .....	36.50
25-lb. bag .....	18.50
5-lb. bag .....	3.75
3-lb. bag .....	2.30
1-LB. CARTONS	
Case of 50 .....	\$38.00
Case of 25 .....	19.00
Case of 12 .....	9.25

## Parkview

An excellent mixture of permanent and quick growing grasses at a moderate price.

100-lb. bags .....	\$61.00
50-lb. bags .....	30.50
25-lb. bags .....	15.50
5-lb. bags .....	3.15
16-OZ. CARTONS	
Case of 50 .....	\$32.00
Case of 25 .....	16.00
Case of 12 .....	7.80



## Glenwood Park

A dependable mixture offered for quick growth at low cost.

100-lb. bags .....	\$52.00
50-lb. bags .....	26.00
25-lb. bags .....	13.25
5-lb. bags .....	2.70
1-LB. CARTONS	
Case of 50 .....	\$27.50
Case of 25 .....	13.75
Case of 12 .....	6.75



## Homelawn

Extremely popular as a quick cover lawn seed where conditions necessitate constant re-seeding.

100-lb. bags .....	\$37.50
50-lb. bags .....	19.00
5-lb. bags .....	2.00
16-OZ. CARTONS	
Case of 50 .....	\$20.50
Case of 25 .....	10.25
Case of 12 .....	5.05
Case of 100 6-oz. cartons	15.30



Northrup, King & Co. is one of the largest handlers of grass seeds in the world. To test, process and distribute this large volume, Northrup, King's plants are equipped with the most modern facilities. Northrup, King has specialized in lawn seed since 1887.



DISCLAIMER—Northrup, King & Co. gives no warranty, express or implied, as to the productiveness of any seeds we sell and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.